



DIVERSITY GROUP

northeastern wisconsin chapter

September/October 2017 Newsletter Update

Thank you to Baker Tilly for hosting the August 29th FEI Diversity event presented by Women's Leadership Coaching!



The featured topic was A Purpose-Driven Leadership Brand with speakers Jo Miller, CEO, Women's Leadership Coaching and Dr. Cindy Pace, Associate Vice President, Global Diversity and Inclusion, Head of the Global Women's Initiative at MetLife.

Having a purpose-driven leadership brand is about constantly and consistently exuding who you are at your core. It consists of who you are now at your core and how you want to be known at your best. Your brand is about how people perceive and experience you, not how you think you are. Your brand is your unique promise of value. It's how you are at your ultimate best.

A purpose-driven leadership brand is comprised of five components.

1. Purpose – why you do what you do or your intrinsic motivator
2. Character Values – the positive parts of your personality that impact how you think, feel, and behave
3. Strengths – combination of talents, knowledge, and skills that when applied, energize you
4. Leadership Aspirations – the desire to be a leader, make a difference, and include the necessary trade-offs required to lead
5. Presence – one's ability to convey confidence, credibility, and competence consistently in situations inside and outside of their control

Actions for New Leaders:

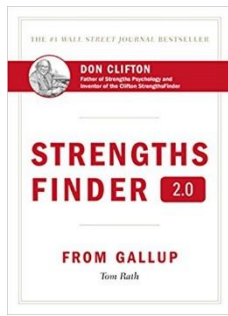
1. See yourself as a leader now. Leadership is an action not a position. Lead from where you are!
2. Be an activator. Break out of your comfort zone and take risks. Proactively look for opportunities to lead, including creating opportunity.

Actions for Experienced Leaders:

1. Be an influencer. Seek strategic ways to expand your impact. Focus on the changes you want to see that can add value to your team and organization.
2. Be a motivator. Seek to inspire and empower others to make a difference. Commit to developing the talent beside and behind you. Make others feel a part of your team and organization.

*Recommended Reading Selections

*Additional articles are available with our webinar subscription to Women's Leadership Coaching:
<http://www.beleaderly.com>



Strength Finders 2.0

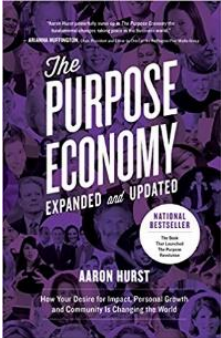
Author: Tom Rath

Strengths Based Leadership by Tom Rath and Barry Conchie

In its latest national bestseller, *StrengthsFinder 2.0*, Gallup unveils the new and improved version of its popular assessment, language of 34 themes, and much more (see below for details). While you can read this book in one sitting, you'll use it as a reference for decades.

Loaded with hundreds of strategies for applying your strengths, this new book and accompanying website will change the way you look at yourself--and the world around you--forever.

[Click here](#) to learn more about this book, read reviews and explore all buying options.



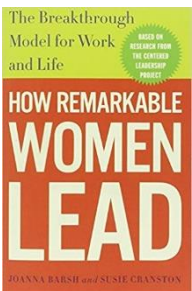
The Purpose Economy

Author: Aaron Hurst

In this expanded and updated edition Hurst unpacks critical new research and tools for individuals and organizations to find purpose and thrive in this new era.

Based on interviews with hundreds of entrepreneurs, a new survey of over 100,000 people and refined societal trends, Hurst shows that this new era is fueling demand for purpose-centered professionals who not only create more satisfying careers, but also contribute more productively to teams and organizations.

A new view of success based on relationships, impact, and growth is spreading across the globe, and individuals and organizations that embrace that view have emerged as the leaders of the new economy. [Click here](#) to read more and find out how to purchase this book on Amazon.



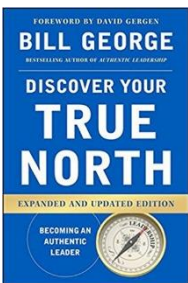
How Remarkable Women Lead: The Breakthrough Model for Work and Life

Authors: Geoffrey Lewis, Joanna Barsh, and Susie Cranston

Based on five years of proprietary research, *How Remarkable Women Lead* speaks to you as no other book has, with its hopeful outlook and unique ideas about success. It's the new "right stuff" of leadership, raising provocative issues such as whether feminine leadership traits (for women and men) are better suited for our fast-changing, hyper-competitive, and increasingly complex world.

How Remarkable Women Lead is both profoundly moving and actionable. Woman or man, you'll find yourself in its pages and emerge with a practical plan for breaking through at both work and in life.

[Click here](#) to read the complete book summary, see reviews and purchase options from Amazon.



Discover Your True North

Author: Bill George

Discover Your True North is the best-selling leadership classic that enables you to become an authentic leader by discovering your True North. Originally based on first-person interviews with 125 leaders, this book instantly became a must-read business classic when it was introduced in 2007. Now expanded and updated to introduce 48 new leaders and new learning about authentic global leaders, this revisited classic includes more diverse, global, and contemporary leaders of all ages.

Once you discover the purpose of your leadership, you'll find the true leader inside you. This book shows you how to use your natural leadership abilities to inspire and empower others to excellence in today's complex global world. *Discover Your True North* enables you to become the leader you were born to be, and stay on track of your True North. [Click here](#) to learn more, read reviews and explore purchase options from Amazon.

Upcoming Diversity Group Events

1. **Tuesday, September 26, 2017 | 5 Second Rule: Achieve Breakthrough Performance in your Career and Life, Featuring Mel Robbins | 1:30 PM – 4:30 PM**

2017 Fusion Event

Fox Cities Performing Arts Center | 400 West College Avenue | Appleton, WI 54911

Learn to identify the mistakes you're making and how to create lasting behavior change within yourself. Be inspired and motivated to reach your true potential, discover the two modes in which your brain operates and learn the three ways your brain uses "trickery" to stop action.

About Mel Robbins: Her TEDx Talk, "How to Stop Screwing Yourself Over" has over 3 million views, and her book, "Stop Saying You're Fine", is a business bestseller, translated into four languages. The media has tapped Mel to host award-winning shows for FOX, A&E, Cox Media Group and now CNN.

Registration is full!

2. **Tuesday, October 31, 2017 | Lead From Where You Are | 11:45 AM – 1:15 PM**

Women's Leadership Coaching Webinar

von Briesen | 100 West Lawrence Street | Suite 106 | Appleton, WI 54911

You don't need a title to be a leader, and you don't need to lead a team to be a leader. In this webinar, we'll discuss the difference between leading and managing, and ways to lead, engage and motivate others, even when you have no formal authority.

[Click here](#) to register!

Speaker: Jo Miller, Founding Editor of BeLeaderly.com and CEO, Women's Leadership Coaching, Inc.

What is the FEI Diversity Group?

FEI National continues to encourage local chapters to focus on diversity within our membership. Women executives face a unique set of challenges in balancing their careers and personal lives. This special interest group is focused on exploiting the talents of individuals and creating opportunities to improve personally and professionally. As a result, we hope to increase membership in our chapter and create additional ways for our female members to be engaged in the FEI experience.

Diversity Group events are open to the following individuals:

- Members of FEI NE Wisconsin Chapter
- Managers and executives within an FEI Member's Company
- Representatives of our Strategic Partner companies
- Prospective chapter members
- Guests of any of the above
- While some event topics are geared toward women, men are welcome to attend and participate



Jill Bean
Diversity Group Chair
jill.bean@foth.com